

ANWAR JAMAL KIDWAI

MASS COMMUNICATION RESEARCH CENTRE



JAMIA MILLIA ISLAMIA
(A Central University by an Act of Parliament)

Jamia Millia Islamia was born during the freedom movement in 1920, in response to Mahatma Gandhi's call for boycotting educational institutions aided and controlled by the British. The founders of the institution, Maulana Mohammed Ali, Hakim Ajmal Khan and Dr. Mukhtar Ahmad Ansari, participated in the freedom movement and were ardent followers of Gandhiji. All of them had the privilege of leading the Indian National Congress during the freedom struggle. Abdul Majid Khwaja was also among the founders of Jamia. He became its Chancellor after Maulana Mohammed Ali. Three young scholars, Dr Zakir Husain, Prof Mohammed Mujib and Dr Abid Husain, after completing their studies abroad, joined the Jamia movement on their return to India. They were among the principal architects of the fledgling institution.

Jamia Millia Islamia had to cope with enormous financial hardship before independence because

its founders refused to accept aid from the British government in India. The staff lived on nominal salaries paid out of subscription from the public but the national idealism of that time sustained them. That was also the period when Jamia became known in the country for its new experiments in school education. It implemented Mahatma Gandhi's programme of Basic Education in its Teachers' Training College and organised a network of adult education centres in Delhi. Jamia, from its inception, committed itself to pursuing the ideals of secular education. These ideals are reflected in its staff recruitment and student enrolment policies.

In 1962, Jamia Millia Islamia was declared a deemed university and in 1988, it was declared a Central University by an act of Parliament, the Jamia Millia Islamia Act.

AJK MASS COMMUNICATION RESEARCH

The AJK Mass Communication Research Centre was established in 1982 by Anwar Jamal Kidwai, former Vice-Chancellor of Jamia Millia Islamia and the first Chairperson of the Centre. Kidwai had set up the Mass Communication Research Centre with twin collaborations between York University, Toronto/Jamia Millia Islamia, New Delhi and The Canadian International Development Agency (CIDA)/ University Grants Commission, India.

The Mass Communication Research Centre (hereafter, AJK MCRC) was conceived as a comprehensive production school that would create competent professionals whose hands-on skills as practitioners would be matched by their ability to think critically and creatively. To this end, the course was designed to impart both theoretical and practical education wherein students would learn to regard their media products as both intellectual and technological outcomes. Most importantly, it was desired, that the students would be engaged with socio-political issues and be driven by a passion for social change and justice. The core values of the founders

were embodied in the MA Mass Communication course, which over two decades, established the AJK MCRC as a leading media school in South Asia whose core values embraced both a creative imagination and a social conscience. Today, the AJK MCRC is engaged in imparting creative and transformative education in media-related disciplines through a diversity of post-graduate courses. It provides the highest standard of media education through a professionally and academically accomplished faculty and a broad spectrum of visiting professionals.

The graduates of MCRC have over the years, distinguished themselves in a multiplicity of media related careers and activities. They continue to contribute energetically to various media institutions, industries and independent groups as producers, directors, journalists, camerapersons, writers, documentary film-makers, screenwriters, teachers, scholars, researchers, designers, graphic novelists, new media practitioners and installation artists.

Practice Based Ph. D

The Centre offers Ph.D. in various disciplines of Mass Communication

M.A. Mass Communication

Two year programme leading to a Master's degree

M.A. Convergent Journalism

Two year programme leading to a Master's degree

M.A. Development Communication

Two year programme leading to a Master's degree

M.A. Visual Effects and Animation

Two year programme leading to a Master's degree

P.G. Diploma in Broadcast Technology

Diploma Course of One Year Duration

P.G. Diploma in Still Photography & Visual Communication

Diploma Course of One Year Duration

P. G. Diploma in Acting

Diploma Course of One Year Duration



PRACTICE BASED Ph. D.

The AJK MCRC offers a Practice Based Ph.D. in Mass Communication and Journalism in areas linked broadly to debates in communication, journalism, media, film and cultural studies. The programme emphasizes original practice-based research, a strong theoretical orientation and a creative artifact or research creation as part of the outcome. The AJK MCRC has pioneered the Practice-based PhD programme in collaboration with University of Westminster and Goldsmiths University in the UK.



M. A. MASS COMMUNICATION

For 23 years, the two-year Masters programme in Mass Communication was synonymous with the AJK MCRC. Launched in 1982, the Masters Programme offers a comprehensive education in media practice and critical debates through courses in Radio, Photography, 16 mm Film, Video and Television along with conceptual courses in Media and Cultural studies, Communication theory and research as well as Visual studies. The graduates of this course are expected to be media professionals with strong conceptual and technical skills who are ready to choose their own specialization from a diversity of career options in the media industry, independent sectors, and the academia. In 2012, through a series of workshops with the Faculty of Fine Arts, Cinema & Media Studies, York University, Toronto, the MA Mass Communication syllabus was revised in accordance with the industrial changes in Digital Imaging. The new syllabus will be launched in the academic year 2015-2016.

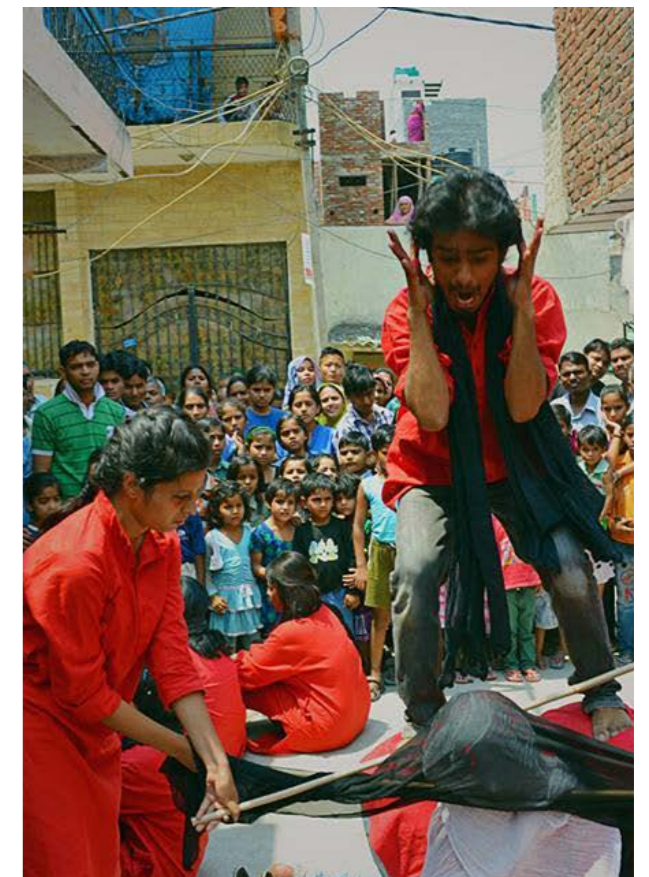


M.A. CONVERGENT JOURNALISM

Launched in 2007, the Convergent Journalism course was conceived as a timely response to the changes that journalism confronted with the rapid transformation of the global mediascape. The Masters Programme offers an integrated education in Print, Broadcast (Radio and Television), Online, and Photo Journalism. The course seeks to produce skilled and trained journalists, for all the four streams of journalism as reporters, news writers, copy editors and producers. The graduates of the course are expected to develop a sound knowledge of national and international issues and distinguish themselves by their professionalism and commitment to media ethics, social concerns and issues of human rights and civil liberties.

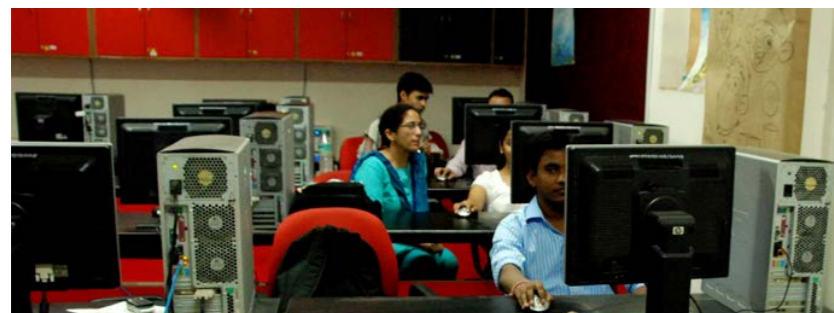


M.A. DEVELOPMENT COMMUNICATION



The programme started as a Post Graduate diploma and was converted into a Masters degree programme in 2013. The objective of this programme is to create future professionals who are trained to develop media and communication strategies in order to make long and short term interventions in campaigns designed for advocacy, instruction and social change. To this end, students are educated to use and integrate old and new media for a wide range of social interventions. They are expected to have a sound awareness of contemporary issues like democracy, urbanization, migration, environmental sustainability, technological change and the many implications of the processes of globalization.

M.A. VISUAL EFFECTS AND ANIMATION

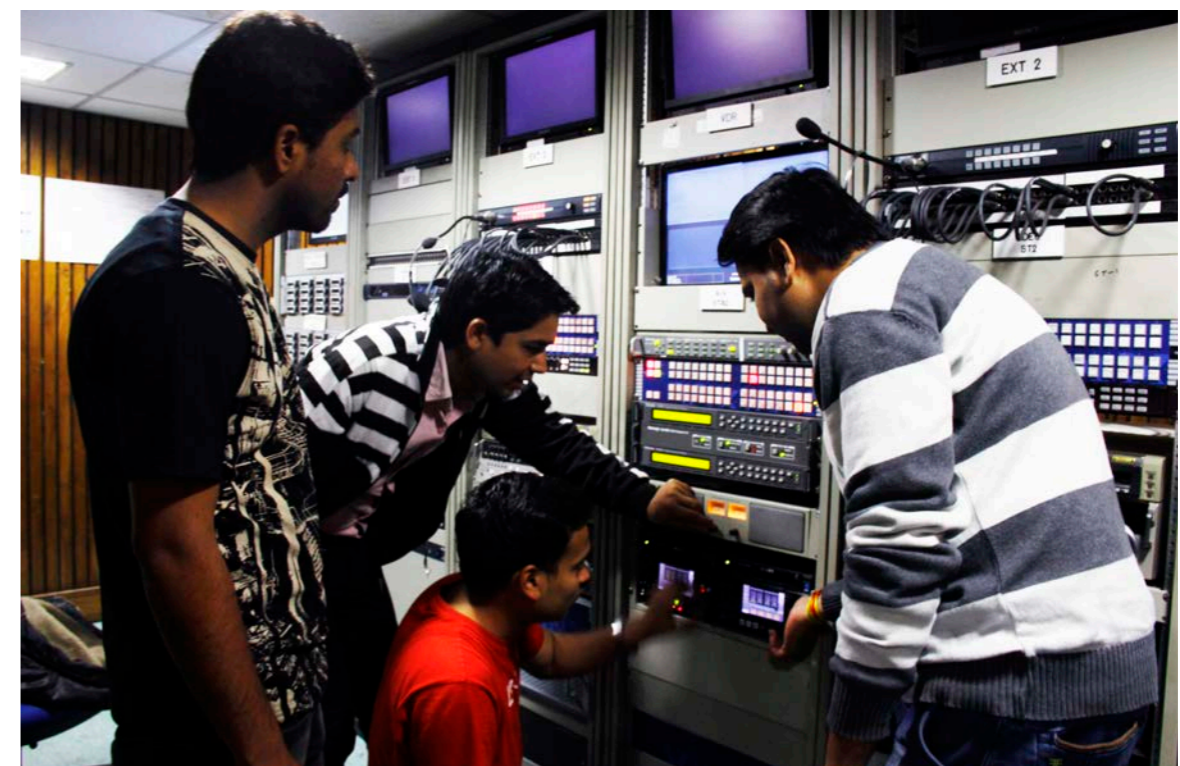


The programme started as a Post Graduate Diploma and was converted into a Masters degree programme in 2013. The objective of this specialized programme is to train and educate skilled and creative practitioners who would be able to use computer animation to tell a compelling story and explore career paths in Visual Effects and Animation. Trained on Industry standard software packages like Maya, After Effects and Flash, the programme endeavors to create professional communicators who in addition to finding employability and relevance in the animation and visual effects industry, would also be willing to push the creative boundaries of visual imagination. Students are encouraged to learn-by-doing and find their own style and areas of interest. The course insists on individual assignments from students that eventually evolve into their unique, personal portfolios.



P.G. DIPLOMA IN BROADCAST TECHNOLOGY

This unique programme seeks to produce trained personnel who can manage and maintain the technical infrastructure required for media production and transmission. The course objective is to teach working principles and operational aspects of various technical systems employed in content acquisition, production and transmission in Radio and TV broadcasting. The pedagogical method combines theoretical learning with hands-on training in actual work-environments in production houses, broadcasting stations and outdoor locations. The students of the course get employed with broadcasters, media production houses, system integrators, educational institutions and others in sectors of the media industry.



P.G. DIPLOMA IN STILL PHOTOGRAPHY & VISUAL COMMUNICATION

The objective of the programme is to offer a specialization in still photography to those who are interested in photo-journalism, advertising, industrial, art, research and science-based photography. The course is open to only those who already possess the basic skills of photography and an existing knowledge of photography fundamentals. The course equips the students to understand contemporary trends and debates in still-photography related areas and helps them develop technical and conceptual skills in areas of their choice. The course has successfully met the growing industrial demand for creative photographers with technical skills.



P. G. DIPLOMA IN ACTING

This programme helps familiarize students with the basic skills and theoretical fundamentals of acting. Using lectures, workshops, improvisations and practical exercises, students are provided knowledge of acting skills in a diversity of performance areas like theatre, film, television and other entertainment sectors. The course teaches students to negotiate a diversity of spaces like the proscenium, studios and outdoor locations including open public spaces as in the case of street theatre. In addition to imparting training in voice, movement, gesture and emotions, the course encourages the students to learn about areas that impact on the actor's work like set-design and scripting.



STUDY AT THE AJK MCRC

The courses offered by the AJK MCRC are run by regular faculty members who possess strong professional and academic credentials. The work of the regular faculty is ably and competently supported by a committed group of contractual and guest faculty. The primary instruction to the students is imparted through class room lectures, group interactions and a series of carefully designed exercises that allow the students to acquire skills that move incrementally from the simple to the complex. The AJK MCRC expects its students to be highly motivated and immersed in their chosen course of study. They are taught to work in creative collaboration with team members even as they begin to discover their own individual styles.

The core teaching in all courses is supported by basic and advanced workshops that are conducted by regular faculty as well as visiting scholars and practitioners from within and outside India. Along with evolving their creative,

conceptual and technical skills, students are encouraged to engage critically with the constantly changing media ecology and expected to conform to high standards of professional behaviour. Punctuality, regularity and pro-active participation in team projects are considered integral to the learning environment. Graduates are usually quick to find employment in both industrial and non-industrial sectors. However, in response to demands from the industry, the AJK MCRC has formalized campus placement opportunities from 2009. Today, industry leaders like Sony TV, Times NOW, ABP News, CNN, IBN, VIACOM 18, and Edelman India** come regularly to the AJK MCRC in order to recruit students. Over the years, a significant number of students have chosen to pursue careers as freelance and independent practitioners and have made a mark in a diversity of media and art related practices.

** A large number of students also get placed in industry through campus assistance.

PRODUCTION FACILITIES & INFRASTRUCTURE

The AJK MCRC's traditional strength has been its cutting edge technical infrastructure and production facilities. There are two fully equipped HDTV studios for multi-camera productions, one studio for SD production with virtual set and an adequate number of HD/DV cameras with accessories for single camera shoots. Other production facilities include Final Cut Pro and Avid Adrenaline Media non-linear editing machines. Additionally, the students are taught on Film cameras (16SR-3), Digital Audio Work Stations, Graphics and Animation systems and

Still Photography equipment. The AJK MCRC constantly seeks to upgrade its production facilities in order to keep pace with the changing technological demands of the profession. The students have access to the Multimedia Lab that includes 50 work stations loaded with software such as Quark Express, Final Cut Pro, ProTools, Photoshop and Adobe In Design. There are dedicated and fully-equipped media laboratories for students of Animation, Photography, and Broadcast Technology. All classrooms are A/V enabled with plasma screens/smart boards.



RESEARCH AND INNOVATION

Professor James Beveridge, one of the early and most distinguished teachers at the centre, wrote in his famous monograph on scriptwriting that the research that shows in a media product is only the 'tip' while the rest of the submerged iceberg forms the bedrock on which the product stands. With this understanding, the AJK MCRC promotes interdisciplinary research and encourages its students to familiarize themselves with a wide diversity of methodologies in their chosen fields of study. Whether the outcome is scholarly or creative, students of the AJK MCRC are encouraged to script, write and produce only after they have done adequate research in the area of their choice. In addition to

applied research, scholarly research is increasing becoming an important area of work for students and faculty at the centre. With the support of a grant from the Sir Ratan Tata Trust (SRTT), the James Beveridge Media Resource Centre (JBMRC) initiated a three-tiered fellowship programme that produced an important body of scholarly research in areas related to the old and new media. The JBMRC has also emerged as a space where students and scholars can present, share and discuss their research and scholarship. The AJK MCRC's most recent research innovation has been the introduction of the Practice Based PhD where the research outcome is a combination of a written dissertation and a creative artifact.

EDUCATION WITH A SOCIAL CONSCIENCE

The courses in AJK MCRC aspire to educate students who would not only be creative and competent media practitioners but who would equally be driven by a passion for social change and justice. When the AJK MCRC was founded, the FTII was the only training centre for film and television professionals. AJ Kidwai felt that since an overwhelming majority of FTII alumni joined the entertainment industry, it was imperative that an alternative media school focussed attention on social interventions. To this end, he wanted the AJK MCRC to educate students who would have a strong social conscience and political awareness; and that even when they worked within the entertainment industry, they would be not be afraid to address socio-political issues through their work. Today, significant interventions are being made by the alumni of AJK MCRC in a wide diversity of media related work both within and outside the industry.



EQUAL OPPORTUNITY

The AJK MCRC is committed to the fundamental principles of academic freedom, equal opportunity and human dignity. It aspires to build a learning environment that is inclusive, culturally diverse and respectful. It does not tolerate discrimination on grounds of class, caste, region, religion, ethnicity, race, gender or differences in physical ability. It promotes an affirmative atmosphere of work for both staff and students and maintains a zero-tolerance policy on sexual harassment.

SPECIAL PROGRAMMES

Meta University Courses

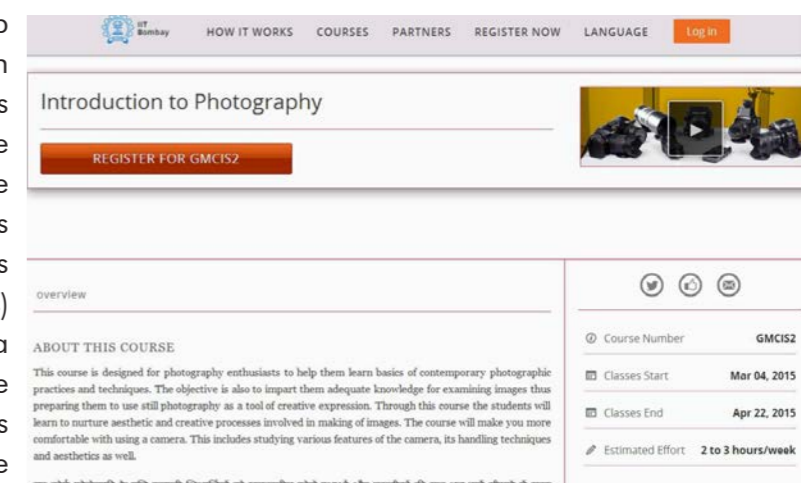
The Ministry of Human Resource Development has initiated the setting up of a Meta University in Delhi with Delhi University (Cluster Innovation Centre), Jamia Millia Islamia, Indian Institute of Technology and Jawaharlal Nehru University as the participating institutions. The main objective of Meta Universities is to allow students to take transdisciplinary courses sharing learning resources that are available across multiple universities. Under the Meta University programme, Delhi University and Jamia Millia Islamia are jointly offering a UGC approved

Masters in Mathematics Education (equivalent to M.Sc. Mathematics). The primary aim of the course is to encourage teachers of Mathematics to use innovative and interdisciplinary teaching tools and methods. Run administratively by the Cluster Innovation centre (CIC) of DU, students under this programme are studying subjects such as Gaming and Animation, Screenplay writing, Basic Cinematography, Advertising and Marketing, Media Management, Development Journalism and Radio production at the AJK MCRC.



MOOCs (Massive Open Online Courses)

Popularized in 2012 by some of the top universities of the world The Massive Open Online Courses (MOOCs) allows for courses to be offered and conducted online that are accessible to students across the world. The Government of India is planning to launch its own MOOCs platform, SWAYAM (Study Webs of Active Learning for young Aspiring minds) in an attempt to democratize education. Jamia Millia Islamia is among the top institutions in the country that has been chosen to spearhead this initiative. Currently, the AJKMCRC JMI is in the process of conceiving and designing a course on still photography for SWAYAM.



Radio Jamia 90.4

As part of its social commitment to the area in which the University is located, AJK MCRC, runs a community radio station on 90.4 FM. Addressing itself to the residents of the Jamia area, RADIO JAMIA broadcasts programmes that serve to educate and enrich its listeners through addressing a wide range of socio-cultural issues.



James Beveridge Media Resource Centre

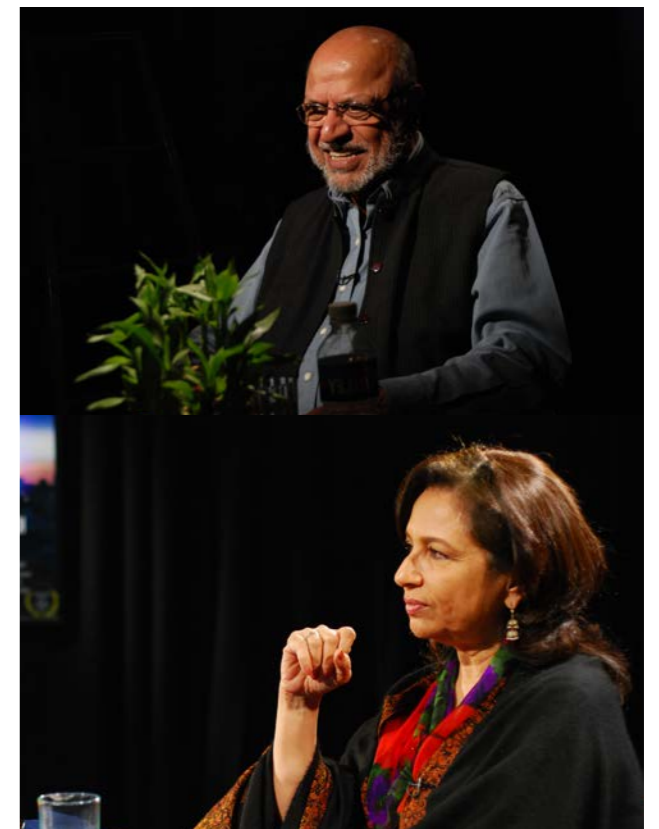
Set up in 2006 with funding from the Sir Ratan Tata Trust (SRTT), JB MRC is devoted to archiving, research and theoretical studies involving both scholars and practitioners. The objective of setting up the MRC is to strengthen the intersection of theory and practice at the AJK MCRC. The curatorial focus of the JBMRC is Documentary Films and Asian Cinema. In order to be able to engage with a wide variety of contemporary works that deploys a wide diversity of narrative and/or non-narrative strategies, the terms 'documentary' and 'Asian Cinema' is defined expansively. It houses a comprehensive and curated collection of documentary films,

short and long fiction features, journals, books, monographs and catalogues. Among its most valued holdings are vintage issues of Filmfare that have now been digitized. Under the SRTT grant the JB MRC ran a successful fellowship programme that produced a number of research studies covering a wide range of topics including cinephilic practices, reality shows, horror genre films, courtesan films, first person documentaries, aurality in Bombay films, an ethnography of Chanakya cinema, the rise of the multiplex, romantic melodrama, virtual campaigns and video gaming.



The Centre for Educational Consortium

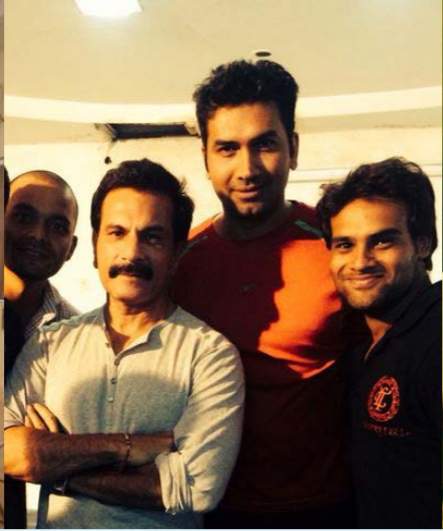
For more than two decades the AJK MCRC has been at the forefront of producing high quality educational programmes for the Centre for Consortium of the University Grants Commission (UGC). The present day CEC programming draws from the legacy of UGC-INSAT Television Project in 1984 which sought to provide educational support and enrichment to students in rural and semi-urban areas. Over the years, the AJK MCRC has produced over a thousand programmes of which many have been awarded. Today, the AJK MCRC is a leading production centre of educational programmes for the CEC.



WORKSHOPS & SPEACIAL TALKS



Green screen VFX



Acting workshop by Pawan Malhotra



Lighting Workshop



Stop-motion Animation workshop organized by Lalit Kala Akademi



Workshop on Sports coverage by Brij Bakshi



Grassroot Comic workshop by Sharad Sharma in collaboration with Social work Dept.



Grassroot Comic exhibition organized on 2nd October

NOTED ALUMNI



Lovleen Tandon



Roshan Abbas



Kiran Rao



Habib Faisal



Saba Dewan



Barkha Dutt



Kabir Khan



Neha Dixit



Simran Kohli / Fiza Khan



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